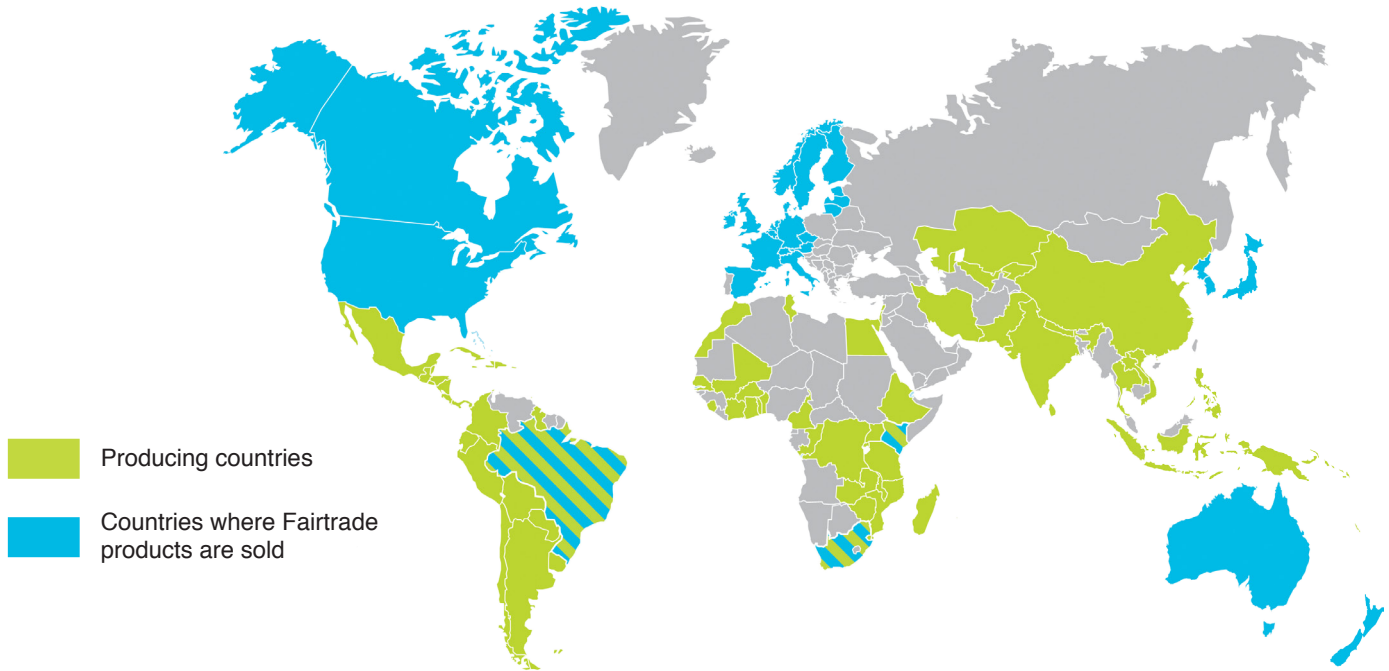




Market at a Glance

January 2016. For more info visit www.fairtrade.org.za



Global Fairtrade market

Fairtrade is an established market supported by a wide network of farms, consumers, businesses, retailers and civil society organisations.

Since the introduction of Fairtrade products in the 1980s, Fairtrade has grown to become the world's leading ethical label.

Global sales increased by 28% from 2013.

The South African market

South Africa was the first emerging market to actively promote Fairtrade products.

Since the launch in 2010, **Fairtrade sales have been increasing every year**, showing South Africa's growing appetite for ethical and sustainable products. 2014 data show a **18% growth in wine sales, 23% in coffee, and 65% in rooibos tea** from 2013.

€5,9 **BILLIONS** SPENT ON FAIRTRADE PRODUCTS IN 2014



Key Fairtrade markets: UK, Scandinavia, Switzerland, Netherlands, Germany, Canada, Australia.

New Fairtrade markets: Brazil, India, South Korea, Hong Kong

Top-selling products: Coffee, Bananas, Cocoa, Flowers, Sugar, Tea, Fruit (incl juices)

SALES OF FAIRTRADE PRODUCTS WORLDWIDE GENERATED

€86 **MILLIONS** IN DEVELOPMENT PREMIUM



IN 2014, SOUTH AFRICANS SPENT **R 294 MILLIONS** ON FAIRTRADE PRODUCTS AND CONSUMED:




554,000 BOTTLES OF FAIRTRADE WINE



24 MILLION CUPS (177 TONS) OF FAIRTRADE COFFEE



2 MILLION BARS (1860 TONS) OF FAIRTRADE CHOCOLATE

The Fairtrade system is managed by Fairtrade International, which is based in Europe.

In each producing country there are producer networks which assist producers. In consuming countries there are marketing organisations.

More information on www.info.fairtrade.net

Fairtrade Label South Africa is the local marketing organisation for Fairtrade. Our aim is to increase awareness of Fairtrade in South Africa and to develop a local market for Fairtrade products with a special focus on local and African goods.

More information on www.fairtrade.org.za